Retail SSO Guide

May 2017 • May 2017 • All Employees • Global

Overview

Retail Sales Support Operations (Retail SSO) is a team of sales support specialists who are exclusively dedicated to supporting Apple Retail. Retail SSO is your single point of contact for all SSO orders and account-related support. Using this support team is often the best fulfillment method for your customer's order.

Services and Benefits Provided by Retail SSO

- **Direct Shipment -** Convenience and security of having a product delivered directly to the customer's location.
- **Wider Catalog Assortment -** Includes Configure to Order (CTO) devices, custom-engraved iPad and iPod devices, and volume orders; and payment methods for the customer.
- **Post-Sales Support -** SSO supports one time customers as well as customers with established SAP Sold-To accounts.
- **Single Point of Contact -** Provides a link between your store and Finance, Supply, Logistics, Contracts, and other support teams.

Contacting Retail SSO

Hours of Operation

The Retail SSO team is available by email Monday through Friday. Notices about special hours or periodic closings are posted on RetailMe.

AMR - retail_sso@apple.com (Available 7:00 a.m. to 7:00 p.m. CST)

EMEA - retail_sso_emeia@apple.com (Available 7:00am. to 7:00 p.m. M to F, 9:00 a.m. to 5:00 p.m. Sat IST)

CN - japacbusiness@apple.com (Available 8:30 a.m. to 6:30 p.m. CST)

HK - hongkongbusiness@apple.com (Available 8:30 a.m. to 6 p.m. HKT)

JP - japanbusiness@apple.com (Available 8:00 a.m. to 6:00 p.m. JST)

AU - australiabusiness@apple.com (Available 7:30 a.m. to 5:30 p.m. AEDT)

SG - singaporebusiness@apple.com (Available 7:30 a.m. to 5:30 p.m. SGT)

Email

Get help with these topics:

- Account changes or questions
- Duplicate invoice requests
- Return requests
- Shipping/Billing inquiries
- Order changes and cancellations
- Time-sensitive shipping and delivery issues

Qualifying an Opportunity

Consider the following as you position a fulfillment solution:

Time Frame - How quickly does the customer need their equipment?

> **Note**
> Estimated delivery dates can sometimes take longer than what's published.

Desired Payment Type - Does SSO support it?

Product Availability - Is the product available in store, or only through SSO?

Shipment Expectations

Consider the following:

Processing Time - Allow for account set ups, check clearing, wire transfers, credit card issues, and other occurrences commonplace with SSO orders.

Lead Time - For small quantity orders, check the online store for the estimated ship timeframe. For larger quantity orders, note that the online store quote does not apply, and that SSO can help to confirm specifics.

> **Note**
> For GC please refer to the *Volume Order Expedite Process Guide* for handing urgent volume order requests.

Transit Time - Products sometimes come from overseas, so factor in 5–7 business days from the time of shipment to delivery.

Best Practices

Each time you make a decision about a customer's order, consider the impact on all the customers who are already waiting for their orders. For example, if you cancel a booked order to fulfill it in the Apple Store, you might delay orders for other customers.

To ensure you are following best practices in order fulfillment, Remember these tips:

- Validate your customer's information prior to placing their order.
- Check order status online at www.apple.com/orderstatus prior to contacting Retail SSO.